



---

## LOGO USAGE GUIDELINES

---



## TABLE OF CONTENTS

<b>INTRODUCTION .....</b>	<b>2</b>
 <b>SECTION 1: AVAILABLE LOGOS AND IDENTIFYING ELEMENTS .....</b>	<b>3</b>
Overview .....	3
Typographic Elements .....	4
Colors .....	5
 <b>SECTION 2: WHO CAN USE THE LOGO .....</b>	<b>7</b>
Terms and Conditions .....	7
Application for Use .....	9
 <b>SECTION 3: HOW TO USE THE LOGO .....</b>	<b>11</b>
General Guidelines .....	11
Logo Color .....	13
White Space .....	16
Size Requirements .....	17
Logo Placement .....	18
Logos for Local Councils .....	23
 <b>SECTION 4: AVAILABLE FILE FORMATS AND USES .....</b>	<b>27</b>

## INTRODUCTION

Citizen Corps, a vital component of USA Freedom Corps, was created to help harness the power of citizens to make our communities safer, stronger, and better prepared to respond to any emergency situation. It provides opportunities for people to participate in a range of measures to make their families, their homes, and their communities safer from the threats of terrorism, crime, public health issues, and disasters of all kinds.

The Citizen Corps logo is a national symbol and is a protected trademark or service mark held by the Federal Emergency Management Agency (FEMA). As the owner of the Citizen Corps trademark/service mark, FEMA and, as its agent, the Office of Citizen Corps has the legal responsibility to maintain the credibility and integrity of the Citizen Corps logo from any intentionally misleading purpose or misguided use.

The guidelines herein explain the elements of the logo and outline the proper use of the complete Citizen Corps logo family, which includes the national logo, the logo with tagline (and an alternate logo with tagline), State and State Council logos.

These guidelines do not give presumptive approval for the use of any of the Citizen Corps logo family. Individual, written prior approval must be obtained by application to the Office of Citizen Corps before an entity may use any or all of the Citizen Corps logo family.

Those who receive permission to use the Citizen Corps logo family are expected to comply with the following logo usage guidelines, which outline the proper use of the Citizen Corps logo family when reproduced in multiple media formats – including color, size, and spacing requirements. Examples of incorrect use to be avoided are also provided. These guidelines must be followed to in order to maintain a consistent image and branding across media platforms, including printed materials, t-shirts, pins, hats, presentation, web sites, and signage.

Any questions regarding the use or application of the Citizen Corps logo family should be directed to:

Citizen Corps Permissions  
500 C Street, SW  
Washington, DC 20472

## SECTION 1: AVAILABLE LOGOS AND IDENTIFYING ELEMENTS

The Citizen Corps logo family includes the national logo, the logo with tagline (and an alternate logo with tagline), State and State Council logos.

### **National Citizen Corps Logo**

The national Citizen Corps logo is made up of two (2) identifying elements, the logotype and symbol:

1. the Citizen Corps name
2. three overlapping stars



The red, white and blue colors used in the Citizen Corps logo evoke a patriotic feel, while the three stars represent the three cornerstones of the Citizen Corps initiative – education, training, and volunteer service. Overlapping the stars demonstrates that these three elements are building blocks upon which a foundation of community safety can be built.

### **Citizen Corps Logo with Tagline**

The Citizen Corps logo with tagline incorporates a third element, its tagline: Uniting Communities ~ Preparing the Nation.

1. the Citizen Corps name
2. three overlapping stars
3. tagline



### **Alternate Citizen Corps Logo with Tagline**

The alternate Citizen Corps logo with tagline incorporates all three elements in a circular shape, and may be used on apparel such as t-shirts, hats, etc.

1. the Citizen Corps name
2. three overlapping stars
3. tagline



## State and State Council Logos

The Citizen Corps State and State Council logos incorporate up to four (4) elements:

1. the Citizen Corps name
2. three overlapping stars
3. the name of the state or territory
4. the word *Council* (optional)



The composition of these elements in relation to one another – in size, spacing and proportion – must not be altered in any way. The logo should always appear as shown in this document and may not be divided, rotated, added to, animated, or recreated.

## Typographic Elements

The Citizen Corps logos were developed using a carefully selected typeface. The font used for the Citizen Corps name is *Helvetica Neue 53 Extended Oblique* by Adobe Systems Incorporated (<http://www.adobe.com>).

The tagline, using all capital letters, is set in *Helvetica Neue 73 Bold Extended Oblique*. The State and State Council logos use *Helvetica Neue 53 Extended Oblique* in all capital letters.





Helvetica Neue 53 Extended Oblique	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
Helvetica Neue 73 Bold Extended Oblique	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</b> <b>a b c d e f g h i j k l m n o p q r s t u v w x y z</b> <b>1 2 3 4 5 6 7 8 9 0</b>

The Citizen Corps logos must be reproduced using the fonts identified above. The logo may not be reproduced or recreated using alternate typefaces.

## Colors

The official colors of the Citizen Corps logo are red, white, and blue. The Citizen Corps logotype is set in blue, while the three stars represent one color each (from front to back) – blue, white, and red. The order of the color of the stars may not be altered. In order to maintain consistent branding when using the Citizen Corps logo, standard colors have been designated for print and web use.

When the color logo is being used on a white background, a white ink color does not need to be specified – the white, center star will be created by displaying the white background of the printing area. ***If the color logo is being used on any color other than white, white ink must be used to represent the center star.***

## Pantone Spot Colors

Pantone colors are standard inks in a color matching system used by commercial printers. The blue used in the Citizen Corps logo is Pantone 293 CVC; the red is Pantone 200 CVC. When printing the color logo on any color other than white, white ink must be used for the center star.

## Four-color Process Colors

A four-color process uses a combination of four inks to produce a variety of colors when printing on commercial printing presses. The four inks used are Cyan, Magenta, Yellow, and Black, also referred to as CMYK. Percentages of these inks are used to “build” the approved red and blue colors for the Citizen Corps logos.



**Citizen Corps Blue**  
**Pantone 293 CVC**  
C=100 M=56 Y=0 K=0  
**HEX: #003399**



**Citizen Corps Red**  
**Pantone 200 CVC**  
C=0 M=100 Y=65 K=15  
**HEX: #cc3300**



**White**  
C=0 M=0 Y=0 K=0  
**HEX: #ffffff**

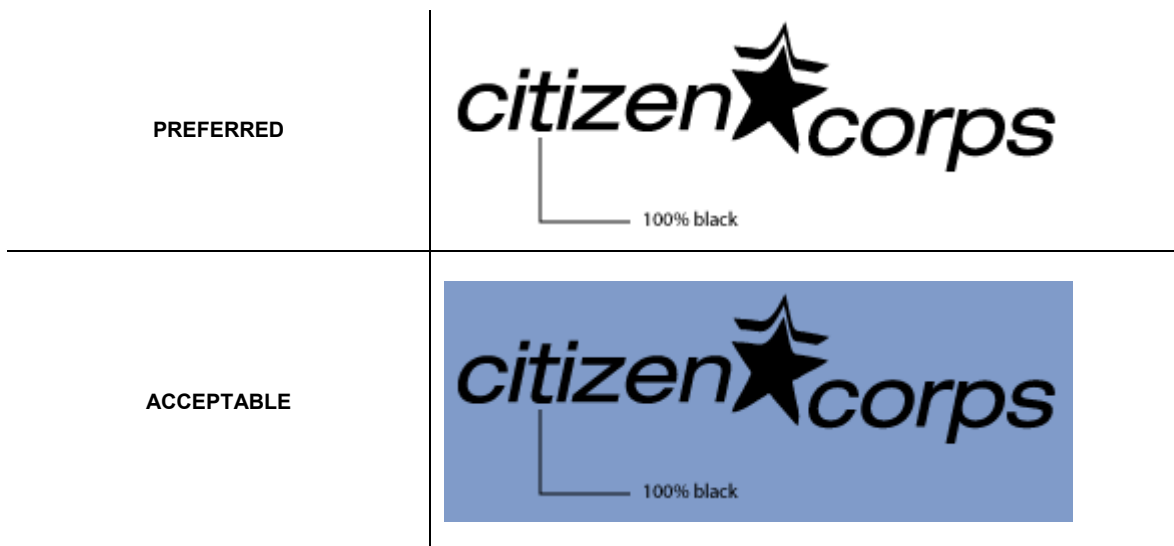


### Web Colors

Hexadecimal codes have been identified for web use. These values are #003399 for blue, #cc3300 for red, and #ffffff for white.

### Black and White

The logos may also be reproduced in grayscale. When using the logo in this manner, the entire logo will be reproduced as 100 percent black, with the exception of the middle star, which will appear transparent thereby allowing the background color of the printing area to show through. The recommended background color when using the grayscale version of the logo is white; however light-colored backgrounds are acceptable.



### Reverse Color

When printing the Citizen Corps logo on a dark background (such as black or navy blue), it may be necessary to print the logo using reverse colors. In this case, the logo should be reproduced as 100 percent white, with the exception of the middle star, which will appear transparent thereby allowing the background color of the printing area to show through.



## **SECTION 2: WHO CAN USE THE LOGO**

As the owner of the Citizen Corps logo family (the national logo, the logo with tagline – including an alternate logo with tagline, State and State Council logos), the Office of Citizen Corps and the Federal Emergency Management Agency have the legal responsibility to maintain the credibility and to protect the integrity of their use

These guidelines do not give presumptive approval for the use of the Citizen Corps logo family. Individual written, prior approval must be obtained by application to the Office of Citizen Corps. Those wishing to use any or all of the Citizen Corps logo family must agree to the following terms and conditions of use:

### **I. Conditions for Using The Citizen Corps Logo Family**

The following standards explain and govern the use of the Citizen Corps logo family:

- (1) The Citizen Corps logo family must be used primarily in connection with all-hazards community and family safety, emergency preparedness, disaster response, and recovery activities, to include crime prevention and public health issues.
- (2) The Citizen Corps logo family may not be used in any way or manner that implies the endorsement of any person, product, program or service.
- (3) No one may manufacture for sale a product containing or featuring the logo family.
- (4) Anyone who receives written permission to use the Citizen Corps logo family incurs an obligation and fiduciary duty to maintain the integrity and consistency of each logo used, as set forth in these guidelines.
- (5) Use of the any of the Citizen Corps logo family without approval or in an inappropriate manner may result in legal action. Upon notice from the Office Citizen Corps, the licensee agrees to discontinue use of any and all Citizen Corps logos.



## **II. Obtaining Permission to Use the Citizen Corps Logo Family**

To request permission to use the Citizen Corps logo family, you may either:

- 1) fill in and submit the application form electronically on the web by visiting [www.citizencorps.gov](http://www.citizencorps.gov), clicking on either "Citizen Corps Councils" or "News and Events," and then selecting "Use of Citizen Corps Logo" on the left-hand navigation bar, or
- 2) print the application form from the web or complete the one in this guide and mail the completed form or a letter containing the requested information to:

*Citizen Corps Permissions  
500 C Street, SW  
Washington, DC 20472*

When submitting your application, please explain or provide examples of how any of the Citizen Corps logo family will be used by your organization. Again, anyone who receives written permission to use the Citizen Corps logo family incurs an obligation and fiduciary duty to maintain their integrity and consistency as set forth in this guide. Use of any of the Citizen Corps logo family without approval or in an inappropriate manner may result in legal action.

### Application for Use of Citizen Corps Logo Family

Please provide the following information:

**First Name:**

**Last Name:**

**Title:**

**Organization:**

**Street Address:**

**Address (cont.):**

**City:**

**State/Province:**

**Zip/Postal Code:**  (5 digits only XXXXX)

**Country:**

**Work Phone:**  (10 digits only XXXXXXXXXX)

**Fax:**  (10 digits only XXXXXXXXXX)

**E-mail:**  (xxx@yyy.zzz)

**URL:**  (http://www.yyy.zzz)

#### Type of Organization:

- a. Government
- b. Non-Profit      Sec. 501(c)(3) Reg. No. (or "pending"): \_\_\_\_\_
- c. For Profit Corporation or Other Entity      State of Incorporation: \_\_\_\_\_
- d. Individual

**Please explain your request to use the Citizen Corps logo family, including the type of item and quantity (if appropriate) to be produced:**

**Purpose of proposed use of Citizen Corps logo family:**

**Date(s) of proposed use/event (or “ongoing”):**

**Note:** FEMA and the Office of Citizen Corps reserve the right to rescind any prior approval of a use if the User is not complying with these guidelines and any conditions for use set forth in the approval letter. By applying for permission to use the Citizen Corps logo family, you acknowledge that right, and agree to hold the Office of Citizen Corps harmless from any liability/damage in your exercise of that right in using the Citizen Corps logo family.














## SECTION 3: HOW TO USE THE LOGO











### General Guidelines

The composition of the logo elements in relation to one another – in size, spacing and proportion – must not be altered in any way. The logo should always appear as shown in this document and may not be divided, rotated, added to, animated, or recreated.

#### Do NOT

- change position or size relationship of symbol and logotype
- replace logotype with alternate typeface
- place competing visual elements close to or around logo
- add drop shadows or other graphic effects to logo (no beveling, 3-D effects, etc.)
- place the logo within a solid or outline shape other than a white oval or rectangle (no starburst, triangle, or other form)
- use the logo at an angle or rotated axis
- place the logo on a patterned background or busy photograph
- change the proportions of the logo (never compress or stretch the logo)
- turn the logo into outlines
- combine the logo with clipart
- change colors used in logo

CORRECT	INCORRECT
	 
	 
	 
	 
	 
	 

CORRECT	INCORRECT
	<div data-bbox="828 346 901 430">X</div>  <div data-bbox="828 640 901 724">X</div>  <div data-bbox="828 871 901 955">X</div>  <div data-bbox="828 1029 901 1113">X</div>  <div data-bbox="828 1165 901 1249">X</div>  <div data-bbox="828 1291 901 1375">X</div>  <div data-bbox="828 1417 901 1501">X</div>  <div data-bbox="828 1543 901 1627">X</div>  <div data-bbox="828 1669 901 1753">X</div> 

## Logo Color







If the color logo is used on any color other than white, the middle star **MUST** appear as white; the background color may NOT show through.

CORRECT	INCORRECT
	

## Using The Color Logo

The color logo should be reproduced on a white background using the approved red and blue identified in this document (Pantone 293 CVC and Pantone 200 CVC – or the CMYK or hexadecimal equivalents depending on the media format).

- The color logo should NOT be used on dark backgrounds of any color unless the logo is placed within a white oval or rectangle. If the logo will not be placed within a white oval or rectangle, the logo must be reproduced as 100 percent white as outlined in the *Reverse Color* section of this document.
- The color logo should NOT be placed on a red or dark blue background unless the logo is placed within a white oval or rectangle. If the logo will not be placed within a white oval or rectangle, the logo must be reproduced as 100 percent white as outlined in the *Reverse Color* section of this document.

CORRECT	INCORRECT
	
	
	

## Black and White



The logo may be produced using halftones of black, also known as *grayscale*. When reproducing the Citizen Corps logo in this manner, the entire logo will be reproduced as 100 percent black, with the exception of the middle star, which will appear transparent thereby allowing the background color of the printing area to show through. The recommended background color when using the grayscale version of the logo is white; however light-colored backgrounds are acceptable.

<p><b>PREFERRED</b> (Logo appears as 100% black on a white background.)</p>	 <p>The logo is rendered in 100% black on a white background. The text 'citizen' and 'corps' are in a sans-serif font, and the star is a solid black five-pointed star. A bracket below the star indicates '100% black'.</p>
<p><b>ACCEPTABLE</b> (Logo appears as 100% black on a light colored background. The middle star appears transparent, thereby allowing the background to show through.)</p>	 <p>The logo is rendered in 100% black on a light blue background. The text 'citizen' and 'corps' are in a sans-serif font, and the star is a solid black five-pointed star. A bracket below the star indicates '100% black'.</p>
<p><b>INCORRECT</b> (Middle star appears white; it should be transparent.)</p>	 <p>The logo is rendered in 100% black on a light blue background. The text 'citizen' and 'corps' are in a sans-serif font, and the star is a solid black five-pointed star. A bracket below the star indicates '100% black'.</p>





### Tints

If the grayscale logo is used as a background element, such as a watermark, 20% black is the minimum percentage of screen (opacity) allowed.

<p><b>CORRECT</b></p>	 <p>20% black</p>
<p><b>INCORRECT</b> (Logo is too light.)</p>	 <p>10% black</p>

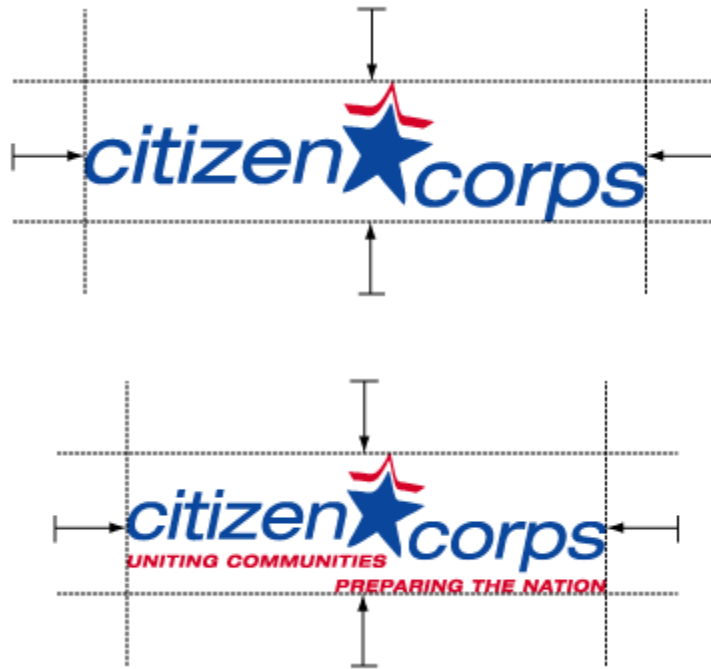
### Using the Reverse Color Logo

When reproducing the Citizen Corps logo on a dark background (such as black or navy blue), the logo should be reproduced as 100 percent white, with the exception of the middle star, which will appear transparent thereby allowing the background color of the printing area to show through.

<p><b>CORRECT</b></p>	 <p>100% white</p>
<p><b>INCORRECT</b> (Middle star appears white; it should be transparent.)</p>	 <p>100% white</p>

### White Space

The Citizen Corps logo looks best when it has some empty space or “white space” surrounding it. As a general rule, the white space surrounding the logo on each side should be equal to **half (1/2) the height** of the logo. For example, if the logo is one inch tall, there should be half an inch of white space surrounding the logo.



The white space requirements when using the alternate logo with tagline are as follows: The white space surrounding the alternate logo on each side should be equal to **one-third (1/3) the width** of the entire logo. For example, if the alternate logo is one-and-a-half (1½) inches width, there should be one-half (½) inch of white space surrounding the logo.



## Size Requirements

In order to maintain legibility, size requirements have been established for the Citizen Corps logo family.

### National Citizen Corps Logo

The minimum width for the Citizen Corps logo is **one-and-a-half (1½) inches**. Do not reproduce the logo smaller than one-and-a-half (1½) inches in width, as the logo becomes increasingly illegible (for special size requirements – such as for use on shirts, hats, and lapel pins – see designated sections below).



### Citizen Corps Logo with Tagline

The minimum width for the Citizen Corps logo with tagline is **two-and-a-half (2.5) inches**.



### Alternate Citizen Corps Logo with Tagline

The minimum width for the alternate Citizen Corps logo with tagline is **two (2) inches**.



## Logo Placement

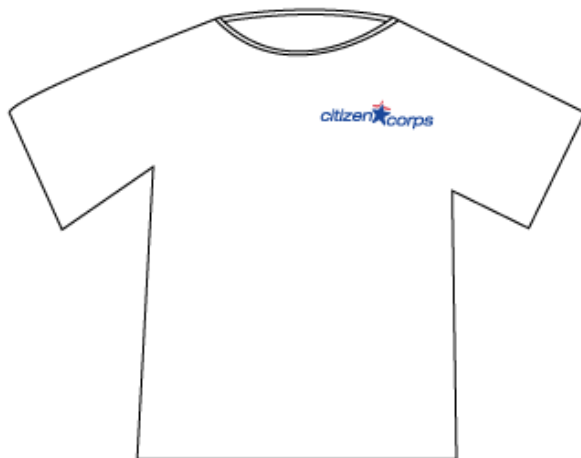
Citizen Corps Councils are encouraged to use the logo on shirts, hats, pins, pamphlets and other items to increase recognition and awareness of the Citizen Corps initiative and its programs. Special guidelines are provided below for placement and size requirements of the Citizen Corps logo family when reproduced for use in marketing materials.

If the Citizen Corps logo is being **used in conjunction with other logos**, its size should be at least of equal size of the other logos, while adhering to the size requirements provided in this document.

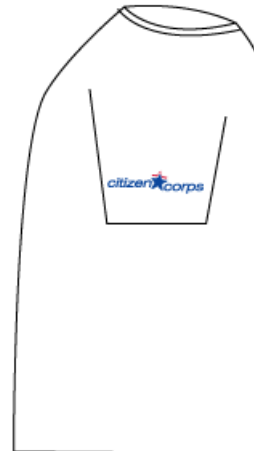
## Shirts

The preferred placement of the Citizen Corps logo on a t-shirt is the front left chest; however the logo may also be centered on the back, or on the left sleeve.

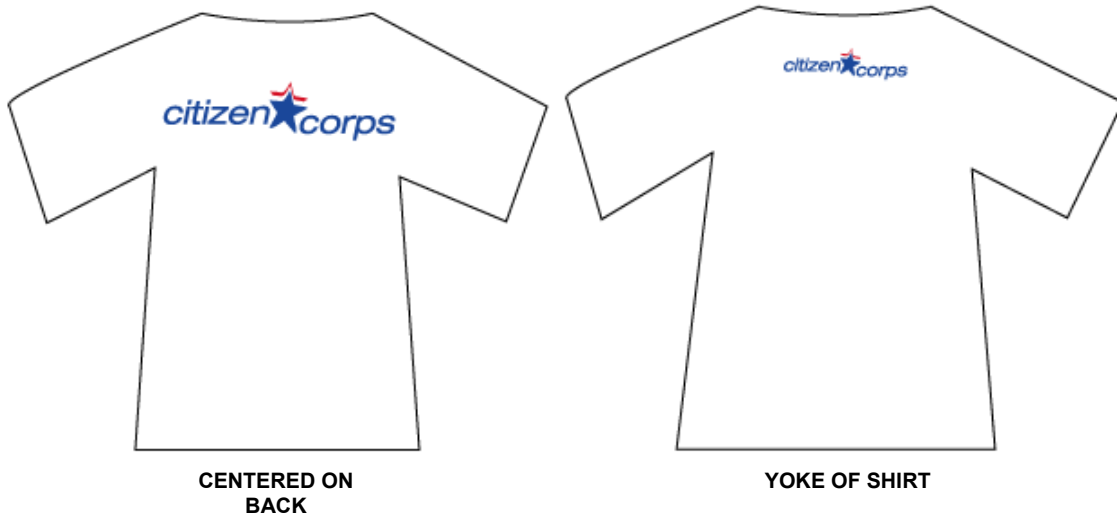
- The logo should not be smaller than two (2) inches wide when used on the front, left chest of a t-shirt, and should not exceed three (3) inches wide.
- When printed on the left sleeve, the logo must be a minimum of two (2) inches wide, but cannot exceed a maximum width of three (3) inches.
- When centered on the back of a t-shirt, the logo should have a minimum width of eight (8) inches and may be larger as appropriate for shirt size.
- When printed on the yoke of a shirt, the logo should have a minimum width of two-and-a-half (2.5) inches, but should not exceed three (3) inches in width.



FRONT LEFT CHEST



LEFT SLEEVE

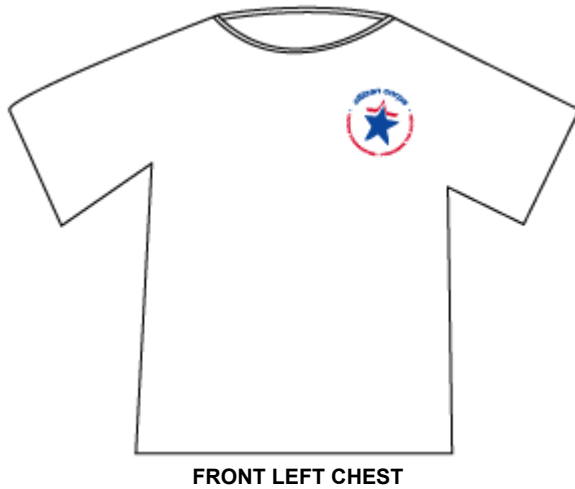


Due to the smaller type present in the tagline, the size requirements for the **Citizen Corps logo with its tagline** are slightly different from those of the national logo.

- The logo with tagline should not be smaller than two-and-a-half (2.5) inches wide when used on the front, left chest of a t-shirt, and should not exceed three (3) inches wide.
- When printed on the left sleeve, the logo must be a minimum of two-and-a-half (2.5) inches wide, but cannot exceed a maximum width of three (3) inches.
- When centered on the back of a t-shirt, the logo should have a minimum width of eight (8) inches and may be larger as appropriate for shirt size.

Due to the smaller type present in the tagline, the size requirements for the **alternate Citizen Corps logo with tagline** are slightly different from those of the national logo.

- The alternate logo with tagline must be two (2) inches wide when used on the front, left chest of a t-shirt.
- When centered on the back of a t-shirt, the alternate logo with tagline should have a minimum width of eight (8) inches and may be larger as appropriate for shirt size.



**FRONT LEFT CHEST**



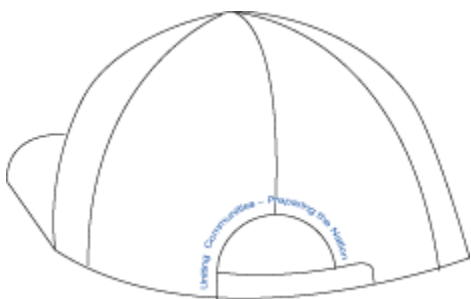
**BACK**

## Hats

The preferred placement of the logo on a hat is the front; however, it is also acceptable to print the logo on the back of the hat.

- When used on the front of a hat, the logo should have a minimum width of three (3) inches.
- When used on the back of the hat, the logo should be two (2) inches in width.
- When used on the adjustment strap on the back of the hat, the logo should be two (2) inches wide.

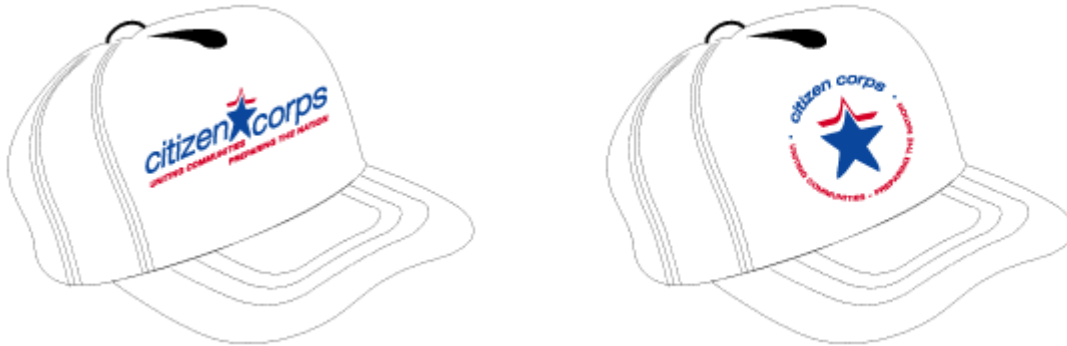
If the logo is being reproduced on the front of a hat, consider using the tagline on the back.





The size requirements for the Citizen Corps logo with tagline are slightly different from those of the national logo.

- When used on the front of a hat, the logo with tagline should have a minimum width of three (3) inches.



The size requirements for the alternate Citizen Corps logo with tagline are as follows:

- When used on the front of a hat, the alternate logo with tagline should have a minimum width of two (2) inches.

### **Pins**

When reproducing the national Citizen Corps logo for a lapel pin, the logo may have a minimum width of one (1) inch. Logo variations incorporating the tagline may not be reproduced for use on a lapel pin, as the tagline text would be too small to be legible.

### **Business Cards**

When reproducing the national Citizen Corps logo for use on a business card, the logo must have a width of two (2) inches. Please note, the layout of the card may vary.



### Logos for Local Councils






Local Councils may want to include their city, county, or Council name when using the Citizen Corps logo on web sites, t-shirts, or other printed materials. There are two options for including a city, county, or Council name when using the Citizen Corps logo:








1. Creating a graphic with the identical layout of the state logo, substituting the city or county for the state
2. Adding the local Council name below the existing national or state logo

### Creating a City/County Graphic

If a local Council chooses to create a city/county graphic, the following guidelines must be followed:

- The national logo must be used. The local name may not be added to an existing State or State Council logo.
- The name of the local city or county must appear in the standard Citizen Corps red (Pantone 200 CVC or equivalent CMYK or hexadecimal values as provided in this document).
- The font used for the local city or county must be *Helvetica Neue 53 Extended Oblique* (which can be purchased from Adobe Systems Incorporated at [www.adobe.com](http://www.adobe.com)). No other font may be substituted.
- The text of the local city or county must appear in all capital letters.
- The word 'COUNCIL' may appear to the right of the stars when the local city or county is used to the left of the stars. This is optional.
- The size, proportion, spacing, location and relationship between the local city or county name must be identical to that of the state name in the State and State Council logos.



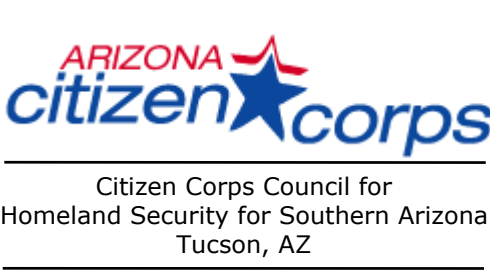
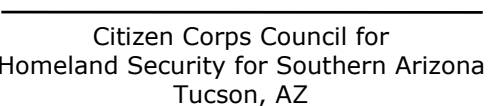

CORRECT	INCORRECT
	
	
	









CORRECT	INCORRECT
	
	
	
	
	

### Adding a Council Name to the Existing Logo

If a local Council chooses to add their Council name to the existing national or state logo, the following guidelines must be followed:

- Local Councils may use either the national or state logo. State Council logos may not be used.
- The local Council name and location should be centered below the logo.
- A thin 1-point line should be placed above and below the name/location information of the local Council.
- The lines, local Council name, and location text should not extend beyond the left and right side of the Citizen Corps logotype.
- The location should be on a separate line below the local Council name.
- The lines and local Council information may be printed all in black, or all in blue. The lines and local Council information must all be the same color. Red may not be used.
- The local information should be set in Verdana typeface. However, if Verdana is not available, Arial may be substituted. This type should not be stylized (no bold, italic, etc.).

CORRECT	INCORRECT
  	 

CORRECT	INCORRECT
 <hr/> <p>South Central Prevention Coalition Los Angeles, CA</p> <hr/>	 <hr/> <p>Citizen Corps Council for Homeland Security for Southern Arizona Tucson, AZ</p> <hr/>
 <hr/> <p>Citizen Corps Council for Homeland Security for Southern Arizona Tucson, AZ</p> <hr/>	 <hr/> <p>South Central Prevention Coalition Los Angeles, CA</p> <hr/>
 <hr/> <p>South Central Prevention Coalition Los Angeles, CA</p> <hr/>	 <hr/> <p>South Central Prevention Coalition Los Angeles, CA</p> <hr/>
	 <hr/> <p>Citizen Corps Council for Homeland Security for Southern Arizona Tucson, AZ</p> <hr/>
	 <hr/> <p>South Central Prevention Coalition Los Angeles, CA</p> <hr/>

## SECTION 4: AVAILABLE FILE FORMATS AND USES

The Citizen Corps logo family is available in multiple file formats as well as approved color variations:

File Format	Color Variations
EPS	Full Color (Pantone, CMYK) One Color (Black and White)
TIF	Full Color (CMYK, RGB)
JPG	Full Color (RGB)
GIF	Full Color (Indexed color – transparent on white background) Black (Indexed color – transparent on white background) Reverse (Indexed color – white; transparent on black background)

The intended use of the logo will determine the best file format to use.

### **EPS Format**

EPS files are used for commercial printing, and are best used in conjunction with software applications such as Adobe Illustrator, Adobe PageMaker, Adobe InDesign, Corel, Quark XPress, and Macromedia Freehand. An EPS file may not be able to be viewed without image editing software similar to those mentioned above.

### **TIF Format**

TIF files can be used for commercial printing, and can also be imported into a Microsoft Office or Word Perfect document to be printed on a desktop printer.

### **JPG Format**

JPG format is best used for importing into a Microsoft Office or Word Perfect document to be printed on a desktop printer. JPG format can also be used on a web site.

### **GIF Format**

GIF format is intended exclusively for online use. Files in GIF format should never be used in a printed document.